



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING

May 6, 2015

Board of Directors

Eric Bender, Barbara Bundy, Alex Capriotti, Richard Costanzo, Robert Cushman, Michael Czarcinski, Sauli Danpour, Peklar Pilavjian, Carol Schatz, Cari Wolk

Absent

Barry Altshuler, Travis Addison, Jim Bonham, David Damus, Clare De Briere, Simon Ha, Robert Hanasab, Steve Hathaway, KC Yasmer, Adele Yellin

Staff

Jeff Chodorow, Nick Griffin, Suzanne Holley, Lauren Mitchell, Lena Mulhall, Ken Nakano

Guests

Julio Morales (of Equity Residential on behalf of Barry Altshuler)

CALL TO ORDER

Pilavjian called the meeting to order at 8:30am with a quorum.

Carol announced that Lauren Mitchell will be staying home with her new born son but will work with the BID through transition to a new director.

APPROVAL OF MINUTES

A motion was raised by Czarcinski to approve the March 4, 2015 minutes as presented. Bender seconded and motion was approved.

Change to Board Seats: Carol announced that Richard Stockton is no longer with OUE and resigned his seat as Board member. She recommended Lucy Rumantir, Richard's successor at OUE, for the vacant seat. Pilavjian asked for a motion to approve. A motion was raised by Costanzo. Bundy seconded and motion was approved.

Chodorow reported:

Chodorow and Holley met with the Finance Committee and proposed increasing the fixed asset threshold for capitalization from \$1,000 to \$5,000. The Finance Committee voted to recommend for Board approval. Motion was made by Czarcinski. Costanzo seconded and motion was approved.

Chodorow presented financials for March. Year-to-date (YTD) revenue was lower than expected due to timing. YTD expenses were \$55K favorable due to timing of Homelessness program position (\$20k), research study (\$12k), and advertising and Ambassador program costs (\$23K). Holley noted that a wage increase for Safety and Maintenance personnel was budgeted in April in anticipation of the new minimum wage. Although the increase has not yet been scheduled, it was decided that a \$0.50 - \$1.00 / hour wage increase would be implemented for security officers effective May 1, 2015 in order to remain competitive with other BIDS and downtown high rises. Changing the 50%/50% benefit contribution was also considered but it was determined that it would be more

cost effective for personnel to go directly through the exchange. Instead, it was decided that paid parking would be added as a more meaningful benefit. Chodorow asked for a motion to approve financials as presented. Czarcinski raised a motion to approve as presented. Bundy seconded and financials were approved.

PRESIDENT'S REPORT

Carol announced that Jessica Whaley is no longer with DCBID and asked the Board for any recommendations on candidates for Marketing and Economic Development positions.

DCBID commissioned a study by Beacon Economics on the impacts of the DT Renaissance. The report is currently being reviewed and the findings to be distributed.

Carol announced that the DCBID held a DTLA Living Showcase where residential developments were able to present their projects to 400-500 visitors to the Watercourt at California Plaza during the lunch hour on March 26th. Feedback was positive and additional locations are being considered.

Carol thanked those who attended the Annual Property Owners meeting that was held in April at the L.A. Athletic Club. The Annual Report, which was distributed at the meeting, can be accessed online at downtownla.com.

On the CCA side- Carol announced upcoming events:

- Annual Treasures event is on May 14 at Bonaventure
- Annual Housing Panel is on June 18. Carol announced panelists and announced Julio Morales as one of the panelists and asked him to give a summary of his background.

Carol asked the Board to vote to change the Board meeting start time from 8:30 a.m. back to 8:00 a.m. The majority approved.

CCA Legislative Affairs:

SB 608—the Right to Rest Act. The legislation proposed by Senator Liu would prevent Los Angeles and other cities from enforcing laws against camping on sidewalks, in parks and in vehicles parked on streets. CCA is deeply concerned about SB 608 and was able to defer the bill until a hearing in the fall.

Minimum Wage—The peer review study is in and we expect it will be at council in June. The minimum wage will go forward; the issue now is phase in. CCA deserves a lot of credit for its efforts to extend the phase in. Councilmembers Krekorian, Fuentes and Englander are holding the line for a longer phase in. Danpour added that the CCA had advocated for tips to be included, however Carol confirmed that tips will not be considered.

Arts District – A battle brewing in Arts District regarding zoning. Concern is future housing.

Street Vending – CCA has been effective at pushing this proposal off to date.

CHIEF OPERATING OFFICER'S REPORT

Update on Homelessness effort with PATH. Holley noted that we are very close to coming to an agreement which looks like it will be a combination of PATH licensed staff working with DCBID peer team.

Update on body cameras. In preparation for the Operations Committee review of the DCBID security personnel use of body cameras, Holley asked for input on the issues body cameras were to address. Cushman indicated that having cameras visible on officers would act as a deterrent. Holley indicated that due diligence would be completed and an analysis presented to the Operations Committee for review.

Nakano Reported:

Safety:

Problem Areas:

800 Block of Hope Street

DCBID Safety Officers have been focusing patrol efforts in the area of 831 S. Hope. The owner of "YAS Fitness" had been advising of issues with transients, who continue to enter the location and cause problems. One incident was a transient who had entered the location and took an unattended bag and left the location, the bag belonged to a student who had 4 months of research for her doctorate in the bag. Another incident was when a female entered the location, sat on one of the spinning bikes as a class was in process and refused to leave. Both times, LAPD was called.

800 Block of Figueroa Blvd.

There has been an increase in "Theft" activity in the areas of 8th & Figueroa and 9th & Figueroa. One reported incident, was when a male was walking west on 8th Street approaching Figueroa when a male Hispanic came up from behind him and took his cell phone from his hand. The victim attempted to run after the suspect, however tripped and fell to the ground dropping his bag (containing an iPad). While on the ground, a male black (riding a bike) picked up the bag and fled the location. LAPD Crime maps also confirm an uptick in theft activity in that area.

	<u>March 2015</u>	<u>April 2015</u>
Calls For Service	2,033	1,855
Self Initiated Calls/Incidents	7,958	8,262
LAFD Assists	6	15
LAPD Assists	31	26
Misdemeanor Incidents	1,260	1,145
Felony Incidents	3	9
Quality of Life Incidents	3,820	2,795

Maintenance:

Operations staff continuously has been monitoring and rotating the pressure washing schedule for the district. We currently schedule approximately 30 hours a month of pressure washing that is done strategically in the district. In March, the following areas:

- 4th & Hill Metro
- 4th & Flower Underpass
- Wilshire between Hope and Grand
- Flower from 9th to Olympic
- 7th from Hill to Olive

On top of the pressure washing, we have been performing more "Sidewalk Wash-downs", with less than average rain fall levels, the sidewalks accumulate dirt and grime. In the past two months, we have conducted over 750 wash-downs.

Tree Trimming:

Tree trimming will begin on Monday, May 4, 2015. The first batch of trees to be trimmed is as follows:

- South Side of 1st Street from Grand to Main
- 2nd Street from Grand to Main
- 3rd Street from Hill to Main
- 4th Street from Hill to Main
- 6th Street from Flower to Hill Street
- 9th Street from Flower to Hill Street

The second phase of trimming is scheduled to start in the first week of June with the following streets:

- Main Street from 1st to 4th Street
- Spring Street from 1st to 4th Street
- Broadway from 1st to 4th Street
- Hill Street from 1st to 9th Street
- Grand Avenue from 2nd to Olympic
- Hope Street from K-Way to 4th Street
- Hope Street from 7th to Olympic
- Flower from Wilshire to Olympic

BID ACTION:

The BID ACTION Team has been focusing on the areas of 550 S. Hope and the Maguire Gardens area, due to increased “Quality of Life” concerns. In the last two months, the team has contacted 7 never previously before contacted individuals & conducted follow up contacts with 14 individuals, 116 different times.

The ACTION team continues to do 2 homeless counts per month:

	<u>April</u>	<u>May</u>
Count-1119		134
Count-2104		119

Mitchell reported:

Website

We have been posting new businesses, upcoming events, and promotions on our website. We continue to work on the new website, and completed approvals of the design.

PR

Our PR firm Macy + Associates researched, drafted and submitted editorial feature pitches nominating our CEO and President Carol Schatz for her leadership in business. Additional media placements and interviews included an LA Times story on the rise of the DTLA hashtag and the Los Angeles Business Journal’s status of retail in Downtown Los Angeles.

Downtown Guides Program

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians. The Welcome Map and Bags continue to be in high demand.

eNewsletter

The DCBID’s monthly e-newsletter was sent to over 37,000 current subscribers. It highlighted new business openings, Downtown events, and special offers to our subscribers.

Property Owner Quarterly Newsletter

The Q1 issue of the quarterly newsletter was mailed to stakeholders in March. The issue featured articles about our 2015 goals, our Get Urban economic development initiative, new businesses that opened, and Safe and Clean staff of the quarter.

Annual Report

Our 2014 Annual Report was produced and debuted at our Annual Property Owners Meeting on April 16 at the Los Angeles Athletic Club. The report highlighted our accomplishments for 2014, and outlined our goals for 2015. It can be viewed on our website.

Events

We are in the planning stages for Dog Day Afternoon at the Cathedral, and the preliminary planning stages for the Public Safety BBQ and the Halloween Party for Downtown LA Kids.

Griffin reported:

GET URBAN: Creative/Tech/ Office (CTO) Recruitment Initiative

We successfully launched the **GET URBAN; GET DOWNTOWN** initiative with a standing room only tour of Downtown's neighborhoods, a showcase of three innovative Downtown companies and four creative office spaces, followed by a well-attended launch party at CBRE's Headquarters, featuring remarks by DCBID President and CEO Carol Schatz, City Councilmember Jose Huizar, and CBRE President of Greater Los Angeles-Orange County Region, Lew Horne. Attending the tour and launch event were commercial brokers, prospective office tenants, representatives of the creative and technology communities Downtown and from other parts of the city, members of the press and representatives of City Hall.

In advance of the launch, we completed production of our **GET URBAN** brochure and promotional video, which we premiered at the event. Both pieces focus on the opportunities and advantages of the "New Downtown" for the new generation of companies locating their businesses here. The brochure is comprised of curated information about Downtown that we have compiled in-house and with the help of the Creative/Tech/Office (CTO) Committee, as well as individuals we have reached out to in the Downtown tech community. The current chapters include the following subjects: Get Community (amenities), Get Culture (arts and culture), Get Talent (talent pool), Get Vertical (office diversity), Get Wired (technology), and Get Down Here (regional/local transit). The video features storytellers and imagery that illustrate the points made in the brochure.

Following this successful launch is a schedule of tours set for the fourth Thursday of every month, and we are developing ancillary events and programming to augment the impact of the tours.

Creative/Tech Outreach

We have ongoing conversations and meetings with creative tech entrepreneurs and members of the LA Tech Task Force to discuss Downtown's challenges and opportunities for recruitment of tech/creative businesses. We remain informed on tech events in and around Downtown, and discuss possible collaborations for these events and for our CTO recruitment program.

EVENTS

Spring Resident Mixer at FIDM

We produced a Spring Resident Mixer at FIDM. We invited all 33 buildings located within DCBID boundaries. Approximately 91 residents attended the evening event and enjoyed appetizers, tours of FIDM's 23rd Annual Art of Motion Picture Costume Design Exhibition, a presentation on DCBID programs, services and staff, as well new development projects and Downtown events.

We held an exciting raffle with 3 prizes to end the evening. We distributed new DCBID pens and magnets printed with the DCBID Service Center Hotline phone number. An online survey was emailed to all 91 attendees as follow up to the event. Three more resident events will be planned for 2015, including the 9th Annual Dog Day Afternoon, Halloween Party for Kids and another Resident Mixer.

TOURS

Housing Tours

We hosted housing tours one each in March and April, with an average of 50 people in attendance.

Investor/Developer Tours

We gave special tours to residential, commercial and hotel developers and helped them with their market research and underwriting.

CONFERENCES

As part of our promotion and outreach strategy for the GET URBAN initiative, we hosted showcase booths at the Disrupt: CRE Conference on April 30.

OUTREACH, PROMOTION & RECRUITMENT

The Economic Development team met, toured with and provided information and assistance to over three dozen brokerage firms, business owners and property developers as part of its going effort to attract, retain and support retail businesses, office space tenants and property development, including residential, commercial and hospitality.

The team also developed Press Briefs on the following topics: Retail Market, Residential Development, Commercial Office Space, Hospitality, Transit and Parking, and worked with media outlets – ranging from the LA Times to DTLA Rising to Dreams Magazine – to promote the message of Downtown's continued growth and evolution.

RESEARCH & INFORMATION REQUESTS

We responded to over 40 external requests for information on the following topics:

- Parking requirements for new businesses
- Market stats and update
- Demographics of downtown residents
- Amenities and nightlife
- Residential inventory and development
- Hotel development
- Asian tourism to DTLA
- New retail businesses and developments
- Streetscape improvement projects
- Property ownership and sales information
- New developments and plans in specific neighborhoods
- History of the Downtown Renaissance

We provided research for internal support on the following topics:

- Economic Impact of the Downtown Renaissance – Beacon Economics Report
- Job growth in Downtown LA
- New residential development projects
- Concrete buildings in Downtown LA
- Owners of major properties in the DCBID and top tenants
- Avenue of the Angels – building owners in proposed area

We compiled information for the Q1 2015 Market Report and refined design of the report in response to user requests. It is expected that the newly designed report will be published mid-May. We continued to work with Beacon Economics on finalizing a study of the economic impact of the Downtown Renaissance and the demographic and economic trends in Downtown, also anticipated to be released in May.

ON-GOING PROJECTS

The Economic Development team continued to support the following Downtown development projects:

- Bringing Back Broadway
- Pershing Square Renew
- Avenue of Angels
- 7th Street Improvement Project

Holley provided additional information/update on Avenue of Angels.

Carol announced upcoming events:

- The Broad opening is expected on September 20th. Capriotti will be giving a tour at the end of May to CCA members and the DCBID Board.

PROPERTYOWNEROR PUBLIC COMMENT: None

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT: The next meeting is scheduled for July 8, 2015. The meeting was adjourned.